GOVERNMENT OF INDIA
TOURISM
LOK SABHA

STARRED QUESTION NO:197
ANSWERED ON:03.12.2001
PROGRAMME FOR TOURISM INDUSTRY
ADHIR RANJAN CHOWDHURY;SHYAMA SINGH

Will the Minister of TOURISM be pleased to state:

(a) whether the Government have been actively considering to formulate a seven point programme to meet the adverse conditions being faced by the tourism industry;

(b) if so, the details thereof; and

(c) the steps proposed by the Government to boost tourism growth?

Answer

MINISTER OF TOURISM & CULTURE (SHRI JAGMOHAN)

(a) to (c) : A Statement is laid on the Table of the Sabha

STATEMENT IN REPLY TO PART (a) TO (c) OF LOK SABHA STARRED QUESTION NO. 197 TO BE ANSWERED ON 03.12. REGARDING PROGRAMME FOR TOURISM INDUSTRY

(a) and (b) : In order to meet the adverse conditions in the arena of tourism in the aftermath of terrorist attacks in the United States on September 11, 2001 the Department of Tourism, Government of India has formulated a Seven Point Programme for promotion of tourism in the country. The details of the Seven Point Programme are as given below:

(i) Do not ring alarm bells too often;

(ii) Propagate India as a safe and secure destination;

(iii) Step-up marketing in the Western and Northern world;

(iv) Break new grounds in the East and South, particularly with regard to China, Korea, Japan, Taiwan, Singapore and Australia;

(v) Give special boost to domestic tourism, particularly the tourism connected with pilgrimage and use the new facilities and infrastructure created in this regard to serve as a backbone for international tourism in times to come;

(vi) Create conditions in which India attains a very great reputation for ethical trade and business practices; and

(vii) Help in initiation of a great reform movement in India, a sort of new renaissance which would make India more creative and constructive and bring about a work culture of the highest class and also project India as a unique country which provides opportunities for physical invigoration, mental rejuvenation, cultural enrichment and spiritual elevation.

(c) : Further steps taken by the Government to boost tourism growth and attract foreign tourists to India include development and improvement of tourist facilities, publicity and marketing efforts in the foreign countries through overseas tourist offices, strengthening institutions of Human Resource Development and use of Information Technology etc.

Department of Tourism has also made efforts to send appropriate signals to countries all over the world that India is a safe destination. Reorientation in marketing efforts is also being made by focussing on markets in South-East Asia and also emphasizing the significance of domestic tourism.